



LEWIS BRISBOIS BISGAARD & SMITH LLP

Elizabeth R. Dill
550 E. Swedesford Road, Suite 270
Wayne, Pennsylvania 19087
Elizabeth.Dill@lewisbrisbois.com
Direct: 215.977.4080

September 28, 2020

VIA EMAIL

Attorney General Gordon MacDonald
Office of the Attorney General
Consumer Protection Bureau
33 Capitol Street
Concord, NH 03301
DOJ-CPB@doj.nh.gov

Re: Notification of Data Security Incident

Dear Attorney General MacDonald:

We represent Brady Sullivan Properties (“BSP”), a real estate development company located in New Hampshire, in connection with a data security incident described in greater detail below. BSP takes the protection of all sensitive information within its possession very seriously and is taking steps to prevent similar incidents from occurring in the future.

1. Nature of the security incident.

BSP learned of unusual activity involving its email environment. Upon discovering this activity, BSP immediately began an investigation and took steps to secure its email system. BSP also engaged an independent computer forensics firm to determine what happened and whether personal information had been accessed or acquired without authorization. On May 26, 2020, the forensic investigation concluded that certain BSP email accounts may have been accessed without authorization. BSP then undertook a diligent search of the affected accounts’ contents to identify any personal information that may have been involved in this incident. On September 17, 2020, BSP identified one thousand eighteen (1,018) New Hampshire residents within the potentially affected population. The potentially affected information includes New Hampshire residents’ names, Social Security numbers, driver’s license or state identification card numbers, financial account information, and/or credit or debit card information.

2. Number of New Hampshire residents affected.

BSP issued notification letters to the one thousand eighteen (1,018) New Hampshire residents regarding this data security incident via first-class U.S. mail on September 21, 2020. A sample copy of the notification letter is attached hereto.

3. Steps taken relating to the incident.

BSP has taken steps in response to this incident to prevent similar incidents from occurring in the future. Those steps have included working with leading cybersecurity experts to enhance the security of its email platform, increasing its email password complexity requirements, and implementing a policy of manually reviewing email logs on a weekly basis. BSP is also offering the potentially affected individuals credit monitoring, identity protection services, and identity theft insurance at no cost through ID Experts, which will help individuals resolve issues if their identity is compromised due to this incident.

4. Contact information.

BSP remains dedicated to protecting the personal information in its possession. If you have any questions or need additional information, please do not hesitate to contact me at (215) 977-4080 or via email at Elizabeth.Dill@lewisbrisbois.com.

Regards,



Elizabeth R. Dill of
LEWIS BRISBOIS BISGAARD & SMITH LLP

ERD:ALW

C/O ID Experts
10300 SW Greenburg Rd, Suite 570
Portland, OR 97223

To Enroll, Please Call:
1-800-939-4170
Or Visit:
<https://app.myidcare.com/account-creation/protect>
Enrollment Code: <<XXXXXXXXXX>>

<<First Name>> << Last Name>>
<<Address1>> <<Address2>>
<<City>>, <<State>> <<Zip Code>>

September 21, 2020

Subject: Notice of Data Security Incident

Dear <<First Name>> << Last Name>>:

I am writing to inform you of a data security incident that may have affected your personal information. At Brady Sullivan Properties (“BSP”), we take the privacy and security of personal information very seriously. We are contacting you to notify you that this incident occurred and inform you about steps you can take to ensure your information is protected, including enrolling in the complimentary identity protection services we are making available to you.

What Happened? BSP learned of unusual activity involving a BSP email account. Upon discovering this activity, we immediately began an investigation and took steps to secure our email system. We also engaged an independent computer forensics firm to determine what happened and whether personal information had been accessed or acquired without authorization. The forensic investigation concluded that a BSP email account may have been accessed without authorization <<Variable 1>>. On August 20, 2020, we learned that some of your information was contained within the email account. As soon as we discovered that the incident may have affected personal information, we immediately commenced a diligent search to identify current mailing addresses so that we could notify potentially impacted individuals.

Please note that this unauthorized access was limited to information transmitted via email and did not affect any other BSP information systems. We are not aware of the misuse of any personal information that may have been involved in this incident.

What Information Was Involved? The affected information may have included your <<Variable 2>>.

What Are We Doing? As soon as we discovered this incident, we took the steps described above. We have also implemented additional safeguards to help ensure the security of our email environment and to reduce the risk of a similar incident occurring in the future.

In addition, we are providing you with information about steps you can take to help protect your personal information and, out of an abundance of caution, we are offering you credit monitoring and identity theft restoration services at no cost to you through ID Experts®, a leader in risk mitigation and response. These services include credit and CyberScan™ monitoring, a \$1,000,000 insurance reimbursement policy, exclusive educational materials, and fully managed identity theft recovery services. With this protection, ID Experts® will help you to resolve issues if your identity is compromised.

To receive the MyIDCare™ services, you must be over the age of 18, have established credit in the United States, have a Social Security number issued in your name, and have a United States residential address associated with your credit file. Please note that the deadline to enroll in the MyIDCare™ services is December 21, 2020.

What Can You Do? We recommend that you review the guidance included with this letter about how to help protect your information. You can also contact ID Experts® with any questions and to enroll in the free MyIDCare™ services by calling 1-800-939-4170 or going to <https://app.myidcare.com/account-creation/protect> and using the Enrollment Code provided

above. MyIDCare™ representatives are available to assist you Monday through Friday from 9:00 am – 9:00 pm Eastern Standard Time.

We encourage you to take full advantage of this service offering. ID Experts® representatives are fully versed on the incident and can answer questions or respond to concerns you may have. More information is enclosed with this letter.

For More Information: Further information about how to help protect your personal information appears on the following page. If you have questions or need assistance, please call our dedicated call center at 1-800-939-4170 Monday through Friday from 9:00 am – 9:00 pm Eastern Standard Time.

We take your trust in us and this matter very seriously. Please accept our sincere apologies for any worry or inconvenience that this may cause you.

Sincerely,

Megan Hilson

Megan Hilson
Brady Sullivan Properties

STEPS YOU CAN TAKE TO FURTHER PROTECT YOUR INFORMATION

Review Your Account Statements and Notify Law Enforcement of Suspicious Activity: As a precautionary measure, we recommend that you remain vigilant and review your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (the "FTC").

Copy of Credit Report: You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com/>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can also contact one of the following three national credit reporting agencies:

Equifax

P.O. Box 105851
Atlanta, GA 30348
1-800-525-6285
www.equifax.com

Experian

P.O. Box 9532
Allen, TX 75013
1-888-397-3742
www.experian.com

TransUnion

P.O. Box 1000
Chester, PA 19016
1-877-322-8228
www.transunion.com

Free Annual Report

P.O. Box 105281
Atlanta, GA 30348
1-877-322-8228
www.annualcreditreport.com

Fraud Alert: You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at <http://www.annualcreditreport.com>.

Security Freeze: You have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. There is no charge to place, lift or remove the security freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

Additional Free Resources: You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take toward preventing identity theft. You may report suspected identity theft to local law enforcement, including to the FTC or to the Attorney General in your state. Contact information for the FTC is: **Federal Trade Commission**, 600 Pennsylvania Ave, NW, Washington, DC 20580, www.consumer.ftc.gov or www.ftc.gov/idtheft, 1-877-438-4338. Residents of New York, Maryland, North Carolina, and Rhode Island can obtain more information from their Attorneys General using the contact information below.

New York Attorney General

Bureau of Internet and
Technology Resources
28 Liberty Street
New York, NY 10005
ifraud@ag.ny.gov
1-212-416-8433

**Maryland Attorney
General**

200 St. Paul Place
Baltimore, MD 21202
oag.state.md.us
1-888-743-0023

**North Carolina Attorney
General**

9001 Mail Service Center
Raleigh, NC 27699
ncdoj.gov
1-877-566-7226

**Rhode Island
Attorney General**

150 South Main Street
Providence, RI 02903
<http://www.riag.ri.gov>
401-274-4400

You also have certain rights under the Fair Credit Reporting Act (FCRA): These rights include knowing what is in your file; disputing incomplete or inaccurate information; and requiring consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information. For more information about the FCRA, please visit <https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting-act.pdf>.



Recommended Steps to Help Protect Your Information

- 1. Website and Enrollment.** Go to <https://app.myidcare.com/account-creation/protect> and follow the instructions for enrollment using your Enrollment Code provided at the top of the letter.
- 2. Activate the credit monitoring** provided as part of your MyIDCare™ membership. The monitoring included in the membership must be activated to be effective. Note: You must have established credit and access to a computer and the internet to use this service. If you need assistance, MyIDCare™ will be able to assist you.
- 3. Telephone.** Contact MyIDCare™ at 1-800-939-4170 to gain additional information about this event and speak with knowledgeable representatives about the appropriate steps to take to protect your identity.
- 4. Review your credit reports.** We recommend that you remain vigilant by reviewing account statements and monitoring credit reports. Under federal law, you also are entitled every 12 months to one free copy of your credit report from each of the three major credit reporting companies. To obtain a free annual credit report, go to www.annualcreditreport.com or call 1-877-322-8228. You may wish to stagger your requests so you receive a free report from one of the three bureaus every four months.

If you discover any suspicious items and have enrolled in MyIDCare™, notify them immediately by calling or by logging into the MyIDCare™ website and filing a request for help.

If you file a request for help or report suspicious activity, you will be contacted by a member of our team who will help you determine the cause of the suspicious items. In the unlikely event that you fall victim to identity theft as a consequence of this incident, you will be assigned an ID Care Specialist who will work to identify, stop and reverse the damage quickly.

You should also know that you have the right to file a police report if you ever experience identity fraud. Please note that in order to file a crime report or incident report with law enforcement for identity theft, you will likely need to provide some kind of proof that you have been a victim. A police report is often required to dispute fraudulent items. You can report suspected incidents of identity theft to local law enforcement or to the Attorney General.